GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:695
ANSWERED ON:24.07.2003
EARNINGS OF DOORDARSHAN/AIR
ALE NARENDRA

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the total revenue earned by the Doordarshan/AIR from different programmes during the last three years;

(b) the extent to which this revenue is higher or lower as compared to the corresponding three years;

(c) whether viewership of the DD/AIR has increased/decreased as compared to the private channels; and

(d) if so, the details thereof with comparative figures?

Answer

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI RAVI SHANKAR PRASAD)

(a) to (b): Prasar Bharati has informed that the trend of commercial revenue earning of AIR andDD during last five years is as following:-

(Rupees in crores)

Year	Revenue Earned	
	Doordarshan	AIR
1998-99	399.32	93.74
1999-00	597.19	80.84
2000-01	637.51	93.90
2001-02	615.21	96.69
2002-03	553.81	131.05

(c) & (d): Prasar Bharati has informed that the DD and AIR which used to earlier enjoy 100%viewership have faced/are facing competition in cable and satellite homes, after other channels have come up. However, the viewership of DD-I and DD-II continues to be higher than that of all private channels. Listening to AIR channels has hardly been effected with the coming of variousFM Channels.

Prasar Bharati has informed that according to National Readership Survey-2002, theviewership for DD-I and DD-II in all TV homes is much higher as compared to other channels. The viewership figures are as under:

DD-I	50%
DD-2	20%
Star Plus	16%
Sony	14%
Zee	13%